



United Nations  
Educational, Scientific and  
Cultural Organization

## UNESCO Poster Competition 2010

**Art  
in action**

**Empowering  
Young People  
against HIV  
and AIDS**

### Background

The United Nations Educational, Scientific and Cultural Organization (UNESCO) is pleased to announce a poster competition, organised by the Section on HIV and AIDS in collaboration with the UNESCO Associated Schools Network (ASPnet). UNESCO intends to feature the winning design in its official conference materials for the 2010 International AIDS Conference (IAC) in Vienna, 18-23 July.

The poster should include a slogan of no more than 10 words, relating to the conference theme: “**Rights Here, Right Now**”, and a visual design.

Through this poster competition, UNESCO aims to increase knowledge about HIV and AIDS among young people. Young people aged between 15 and 24 account for 45% of all new HIV infections worldwide (UNAIDS 2008), yet only 19% of females and 30% of males aged between 15 and 24 have comprehensive knowledge about HIV and how to avoid transmission (UNAIDS 2008).

Most young people enjoy creative activities: writing, drawing and designing are ways to express who they are, how they feel, and their relationship to the world around them. Creative activities provide opportunities to examine real-life issues and problems, including HIV and AIDS, in new and interesting ways and can open a space for dialogue on sensitive and important issues.

In line with the theme of the conference, the competition also aims to highlight the issue of rights. For example, every child has the right to be educated and protected, and stigmatization and discrimination are a violation of children’s rights.

For teachers who wish to support their students in the competition, UNESCO will provide supporting documentation on HIV and AIDS.

### Judging

► **Five entries will be selected from the each region** (Africa, Arab States, Asia and the Pacific, Europe and North America, Latin America and the Caribbean) **for shortlist** by a jury.

► **The jury** will be composed of: UNESCO Regional AIDS Advisors, UNESCO HIV and AIDS Focal Points and the UNESCO Conference Organizing Committee.

► **The winning poster will be chosen** by the jury **from the five selected entries.**

## Awards

- ▶ **The five shortlisted posters** will receive official certificates of merit from UNESCO and become part of the data bank of education materials. They will be exhibited at the global village at the International AIDS Conference.
- ▶ **The winning poster** will be featured as the official UNESCO poster at the International AIDS Conference and the design will also be used for conference materials such as the official UNESCO CD ROM and conference brochure.
- ▶ **Prize 1:** will receive a video camera for the school.
- ▶ **Prizes 2-5:** will each receive a digital camera for the school.

In addition, all of the posters will be featured:

- in a post-conference exhibition at UNESCO Headquarters in Paris; and
- on the UNESCO website and, as appropriate, in future UNESCO publications.

## Competition Schedule

- ▶ All entries must be sent to UNESCO no later than 15 May 2010.
- ▶ Judging will take place between 15 and 31 May 2010.
- ▶ The winning poster will be announced on 1 June 2010.

## Competition Criteria and Conditions

1. **Eligibility:** Secondary schools are eligible to participate. They are encouraged to organize an open contest within the school, and submit **one entry** to UNESCO Headquarters.
2. **Themes:** All entries must support the overall theme for the forthcoming IAC in Vienna, 18-23 July 2010, which is **“Rights Here, Right Now”**, emphasizing the critical connection between human rights and HIV. Specifically, all entries must address one of the following issues:
  - The rights of children and young people, both girls and boys, to access information, education and services for their protection against HIV and AIDS;
  - The role of education in empowering children and young people, both girls and boys, to protect themselves from HIV and AIDS;
  - The needs, roles and lives of children and young people, both girls and boys, in a world with HIV and AIDS.

To learn more about issues related to HIV and AIDS and young people, please visit:

[www.unesco.org/aids](http://www.unesco.org/aids)  
[www.aids2010.org/Default.aspx?pagelD=178](http://www.aids2010.org/Default.aspx?pagelD=178)

To learn more about the 2010 International AIDS Conference, please visit: [www.aids2010.org](http://www.aids2010.org)

3. **Format:** the poster must include a slogan and a visual design. The poster can be in any original two-dimensional physical or digital format that best expresses the IAC theme “Rights Here, Right Now”. All entries should be printable in an A3 (29.7 cm by 42cm) vertical or horizontal format. All written text may be in national or local languages with English or French or Spanish translations in

## Submission of Entries

a separate note. Any entry deviating from these formats will not be judged.

4. **Criteria:** Submissions must be graphically attractive and deliver a dynamic message. Each entry should include a written message/slogan of less than 10 words. Entries will be judged on overall relevance to the theme, clarity and effectiveness of the visual message, creativity, originality and artistic (aesthetic and inspirational) quality.
5. **Copyright:** The school and author of submissions shall grant UNESCO free of charge the non-exclusive right to exploit, publish, reproduce, diffuse, communicate to the public in any form and on any support, including digital, all or part of the poster and to license these rights to third parties on the basis of the rights herein vested in UNESCO. These rights are granted to UNESCO for the legal term of copyright throughout the world.
6. **Other Conditions**
  - All entries must not have been featured in previous publications, promotional events or materials, or websites.
  - All entries must not contain political or offensive messages or content.
  - All artistic materials are permissible, although the posters need to be in a form that can be easily laminated and reproduced by scanning if required.
  - Entries can be collages that include text and imagery, although it should not contain material that infringes copyright or intellectual property.
  - Each entry may be created by one person or a group of individuals, and there should be no identifying features or names on the poster.

There is no entry fee for the competition.

Each submission must be accompanied by a completed Entry Form (attached), which includes the name, address and contact details of the school, and the name, age, sex of the artist(s), plus a brief description (maximum 100 words in any of the following languages: English, French, Spanish, Russian, Arabic, Chinese and Portuguese) of the rationale and theme of the poster.

1. **For digital submission:** Please email to: [aids@unesco.org](mailto:aids@unesco.org) or upload to: [www.unesco.org/education/aids/poster-competition/2010](http://www.unesco.org/education/aids/poster-competition/2010) Files must be in a TIFF or JPEG format with a resolution of at least 300 dpi. The file name needs to be the country and the school name separated by an underscore: e.g. country\_schoolname.jpeg.

2. **For mail submission:** Send the entries to:

**United Nations Educational, Scientific and Cultural Organization (UNESCO)**

Education Sector  
Division for the Coordination of UN  
Priorities in Education  
Section on HIV and AIDS  
7, place de Fontenoy  
75352 Paris Cedex 07 SP  
France

We strongly recommend using a secure mailing such as DHL, Fedex.

## Entry Form\*

# UNESCO Empowering Young People against HIV and AIDS

*Every school submitting an entry must complete and sign this form.*

1. Country: .....

2. Name of School: .....

3. Name(s)  
and sex(es) of the artist(s): .....

4. Contact details: .....

Name of contact person: .....

Telephone: .....

Email: .....

5. Description of the poster (maximum 100 words)

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By signing this form or, in the case of digital submissions, typing my name in the space below, I attest that this poster is my original work; that I agree to allow UNESCO to publish my work and name on the UNESCO website, without compensation; and that I agree to allow UNESCO to use the art work in any way it chooses, including but not limited to reproducing the winning art entries in UNESCO posters, postcards and other publicity and advertising without further compensation.

Date

Signature of applicant(s)

\* On line submission will include on line form to fill at: [www.unesco.org/education/aids/poster-competition/2010](http://www.unesco.org/education/aids/poster-competition/2010)